## We claim:

A computer-implemented method comprising:

consolidating data organized into records and items, such that each record has a value
for each item, into a plurality of groups;

- based on the plurality of groups, determining a predicted vote for a particular record and a particular item using a similarity scoring approach; and, outputting the predicted vote for the particular record and the particular item.
  - 2. The method of claim 1, wherein consolidating the data into the plurality of groups comprises consolidating the data into a plurality of clusters.
- 3. The method of claim 1, wherein consolidating the data into the plurality of groups comprises consolidating the data into a plurality of descriptors.
  - 4. The method of claim 1, wherein each record is referred to as at least one of: a row, and a user.
  - 5. The method of claim 1, wherein each item is referred to as at least one of: a column, and a dimension.
  - 6. The method of claim 1, wherein each record comprises a user, and each item comprises a product, such that determining the predicted vote for the particular record

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and the particular item comprises determining whether a particular user will purchase a particular product.

- 7. The method of claim 1, wherein each record comprises a user, and each item comprises a web page, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will view a particular web page.
- 8. The method of claim 1, wherein the similarity scoring approach comprises a likelihood similarity scoring approach.
- 9. The method of claim 1, wherein the similarity scoring approach comprises a correlation similarity scoring approach.
- 10. A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

consolidating data organized into records and items, such that each record has a value for each item, into a plurality of groups; and,

- based on the plurality of groups, determining a predicted vote for a particular record and a particular item using a similarity scoring approach.
  - 11. The medium of claim 10, the method further comprising outputting the predicted vote for the particular record and the particular item.

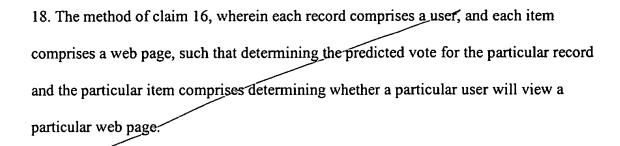
- 12. The medium of claim 10, wherein consolidating the data into the plurality of groups comprises consolidating the data into one of: a plurality of clusters, and a plurality of descriptors.
- 13. The medium of claim 10, wherein each record is referred to as at least one of: a row, and a user.
- 14. The medium of claim 10, wherein each item is referred to as at least one of: a column, and a dimension.
- 15. The medium of claim 10, whorein the similarity scoring approach comprises one of: a likelihood similarity scoring approach, and a correlation similarity scoring approach.
- 16. A computer-implemented method operable on data organized into records and items, such each record has a value for each item, the data also consolidated into a plurality of clusters, the method comprising:

based on the plurality of clusters, determining a predicted vote for a particular record and a particular item using a similarity scoring approach; and,

- outputting the predicted vote for the particular record and the particular item.
  - 17. The method of claim 16, wherein each record comprises a user, and each item comprises a product, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will purchase a particular product.

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5 19. The method of claim 16, wherein the similarity scoring approach comprises one of: a likelihood similarity scoring approach, and a correlation similarity scoring approach.

20. A computer-implemented method operable on data organized into records and items, such each record has a value for each item, the data also consolidated into a plurality of clusters, the method comprising:

based on the plurality of descriptors, determining a predicted vote for a particular record and a particular item using a similarity scoring approach; and, outputting the predicted vote for the particular record and the particular item.

- 21. The method of claim 20, wherein each record comprises a user, and each item comprises a product, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will purchase a particular product.
- 22. The method of claim 20, wherein each record comprises a user, and each item comprises a web page, such that determining the predicted vote for the particular record and the particular item comprises determining whether a particular user will view a particular web page.

23. The method of claim 20, wherein the similarity scoring approach comprises correlation similarity scoring approach.